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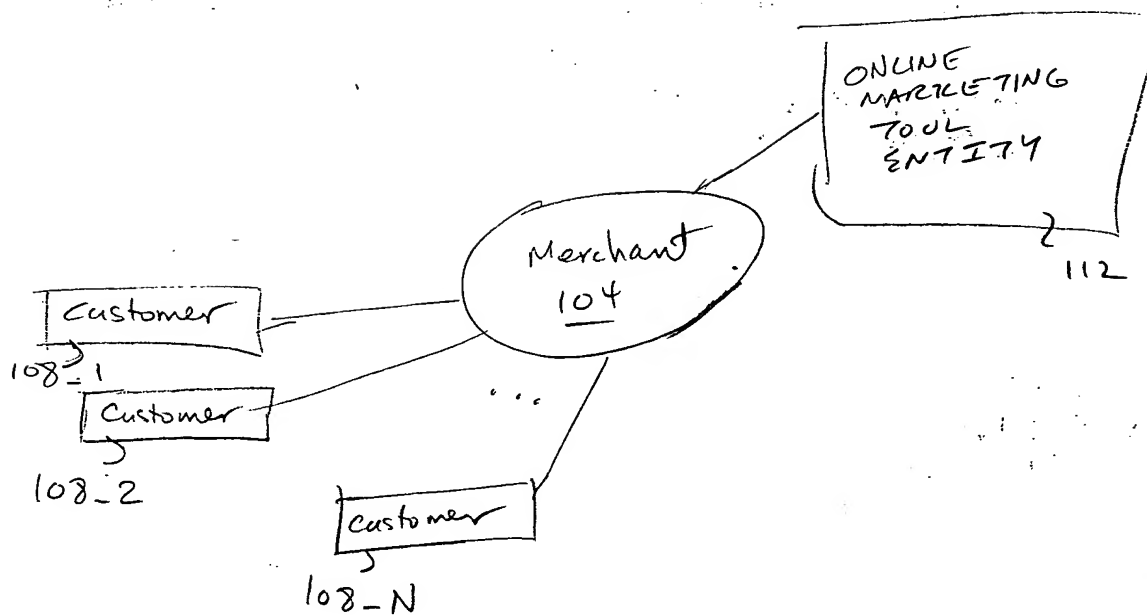


Fig. 1

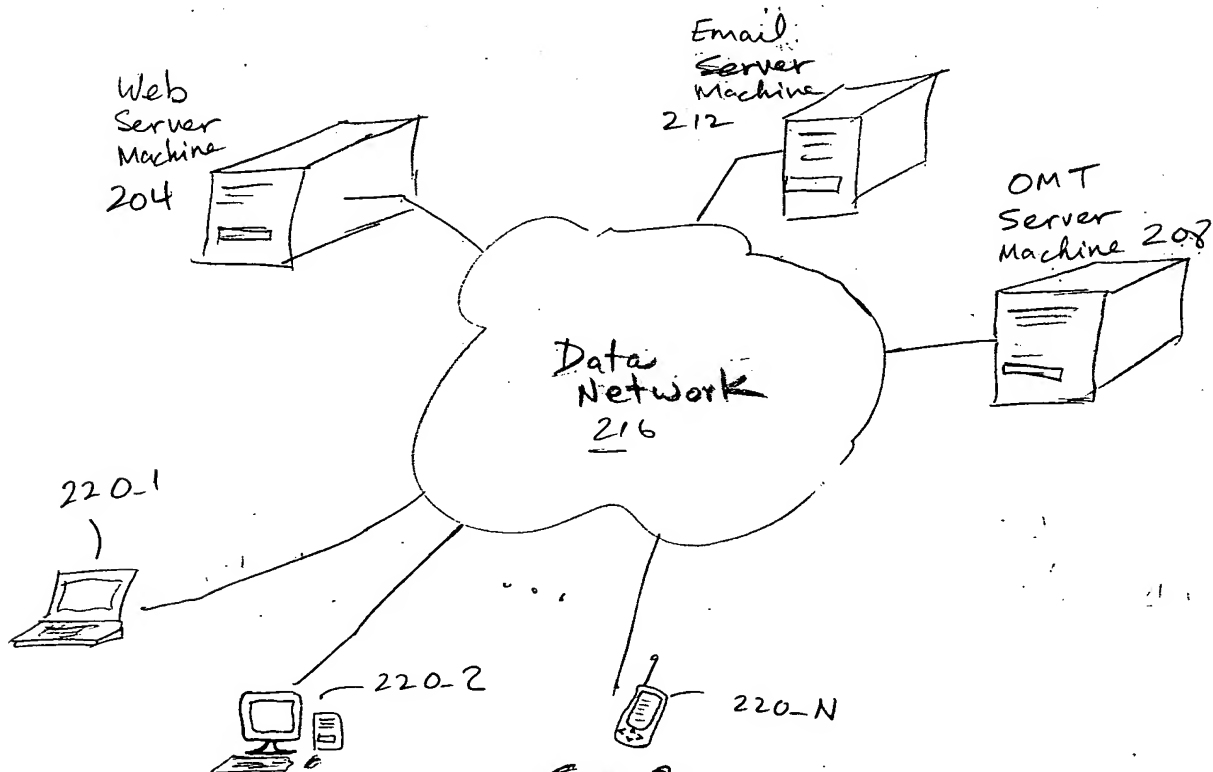


Fig. 2

## Data Collection Methods (DCM) 304

### Email Campaign Tracking:

- Opens.
- Clicks.
- Conversion.
- Historical

### Online Survey Tracking:

- Answers.
- Historical.

### Web Campaign Tracking:

- Impressions.
- Clicks.
- Conversion.
- Historical.

### Member Database & Arbitrary Data.

## Business Rules Engine (BRE)

308

1. Takes input from the "Data Collection Methods."
2. Applies Rules-Sets created and managed in the Life Cycle Manager to determine the "State" for each individual person.
3. Makes the "State" information available to the Content Presentation Methods.

## Content Presentation Methods 312

### Email Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

### Online Surveys

### Web Content Personalized by:

- Substitution.
- Environment Variables.
- Conditional Content.
- Database Values.
- State.

### Arbitrary Export

Fig. 3

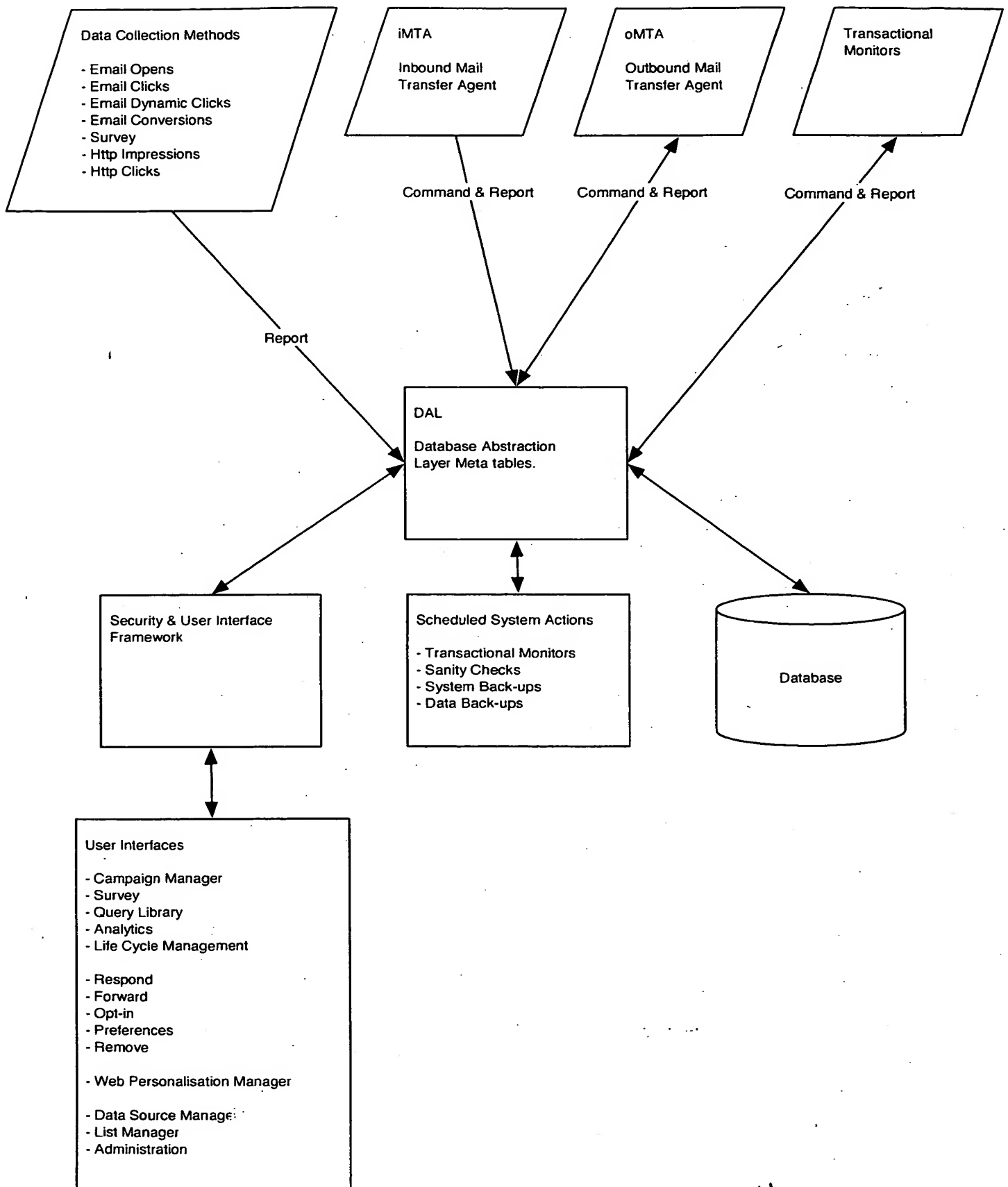


Fig 4

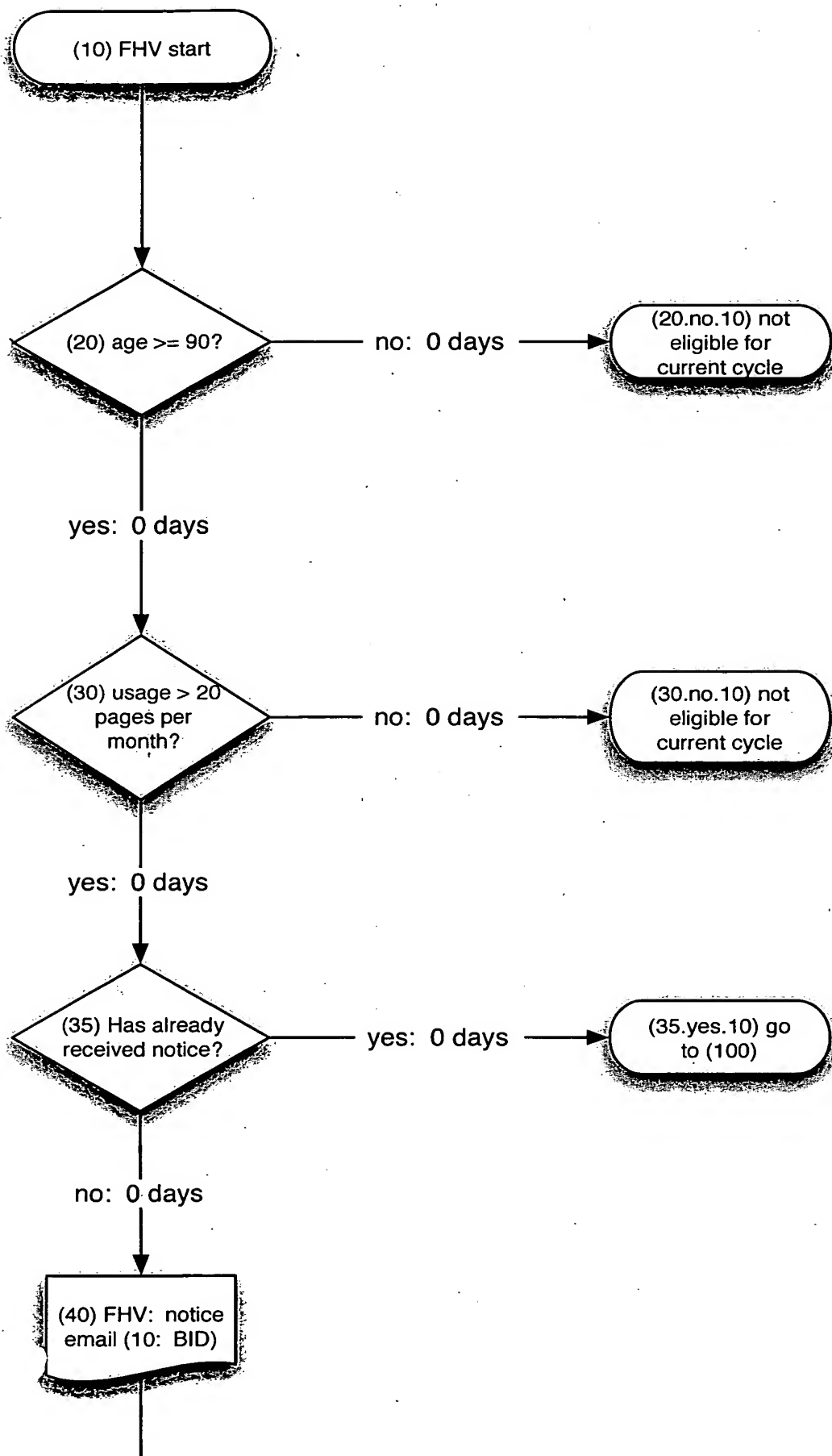


Fig. 5A

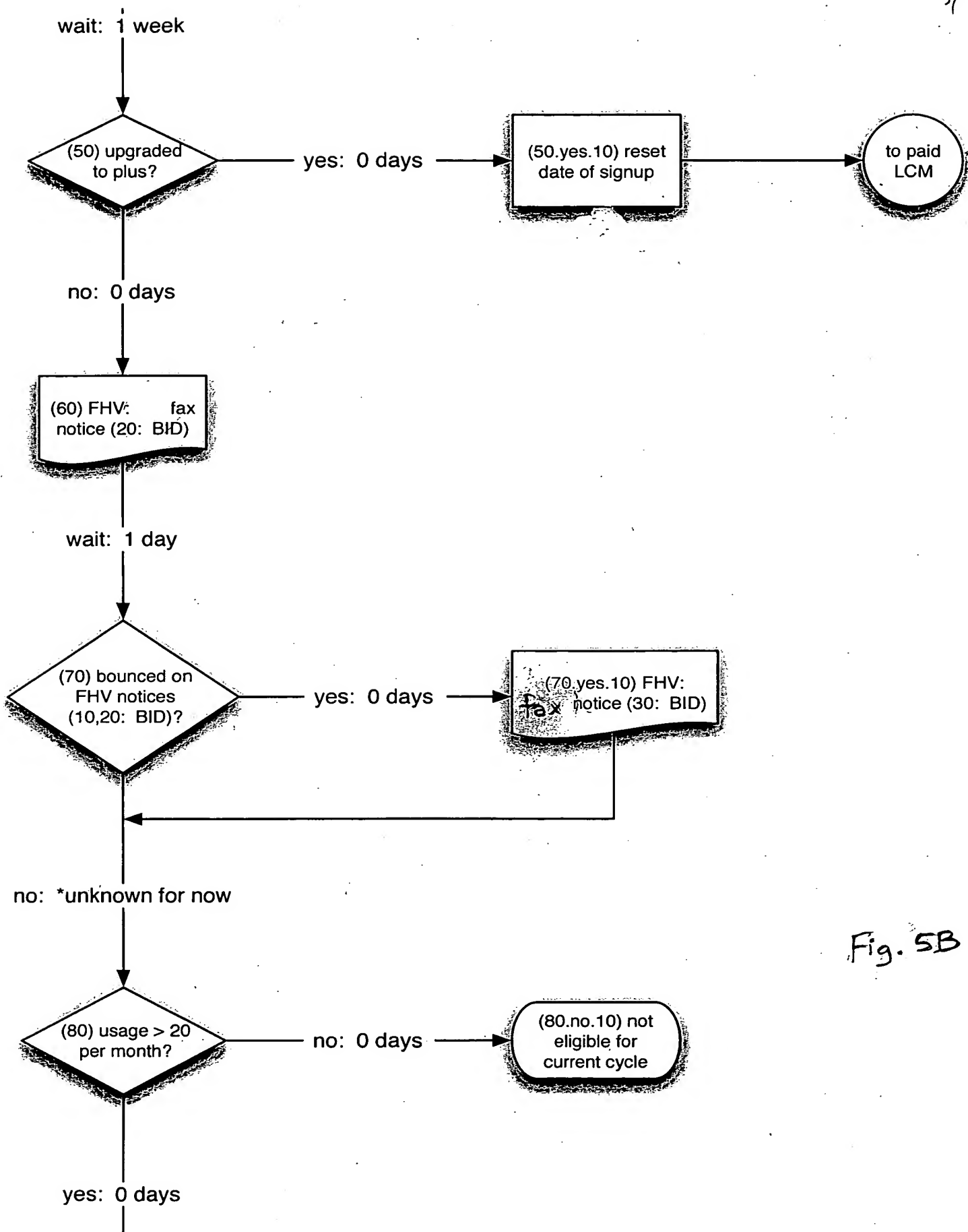


Fig. 5B

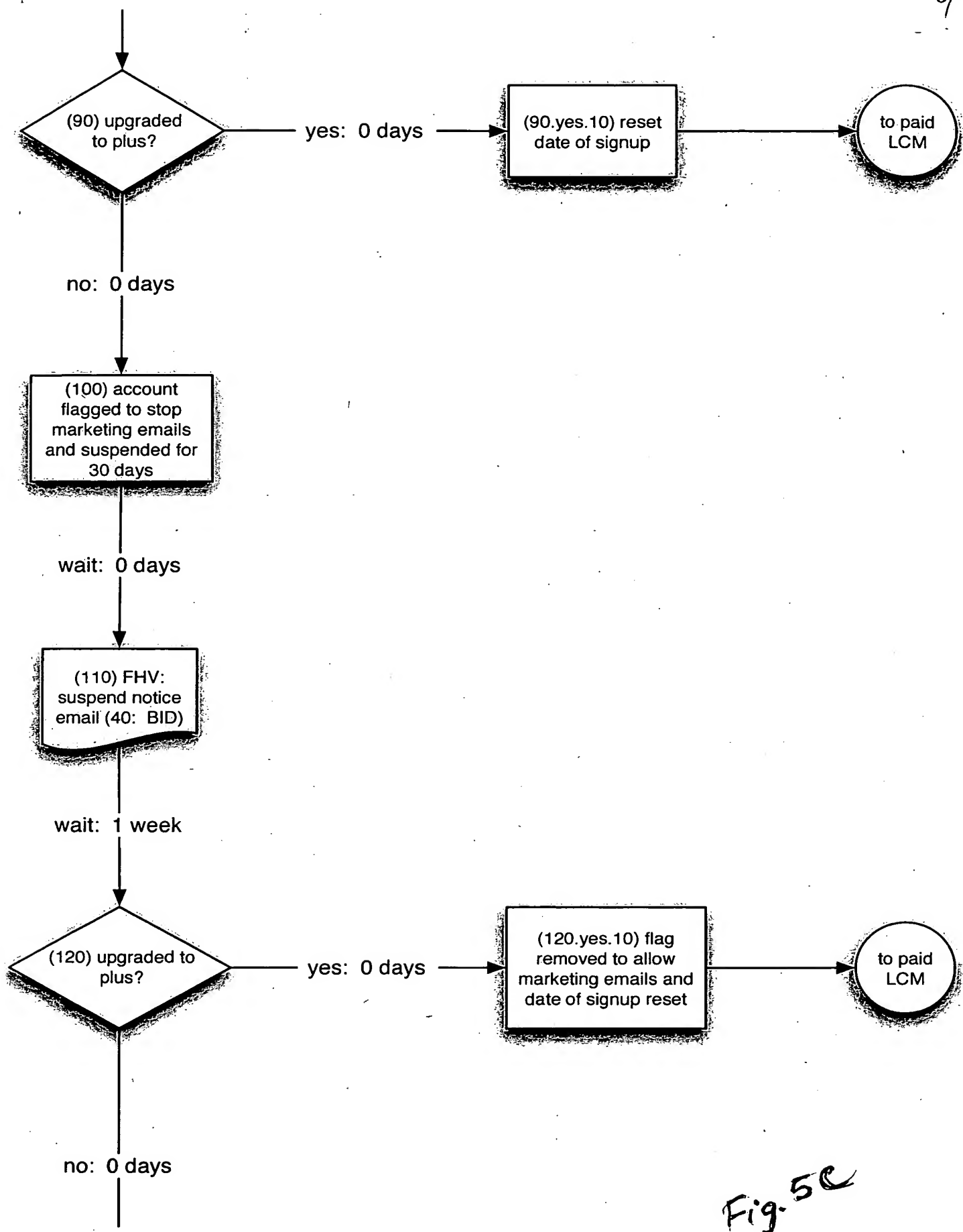


Fig. 5C

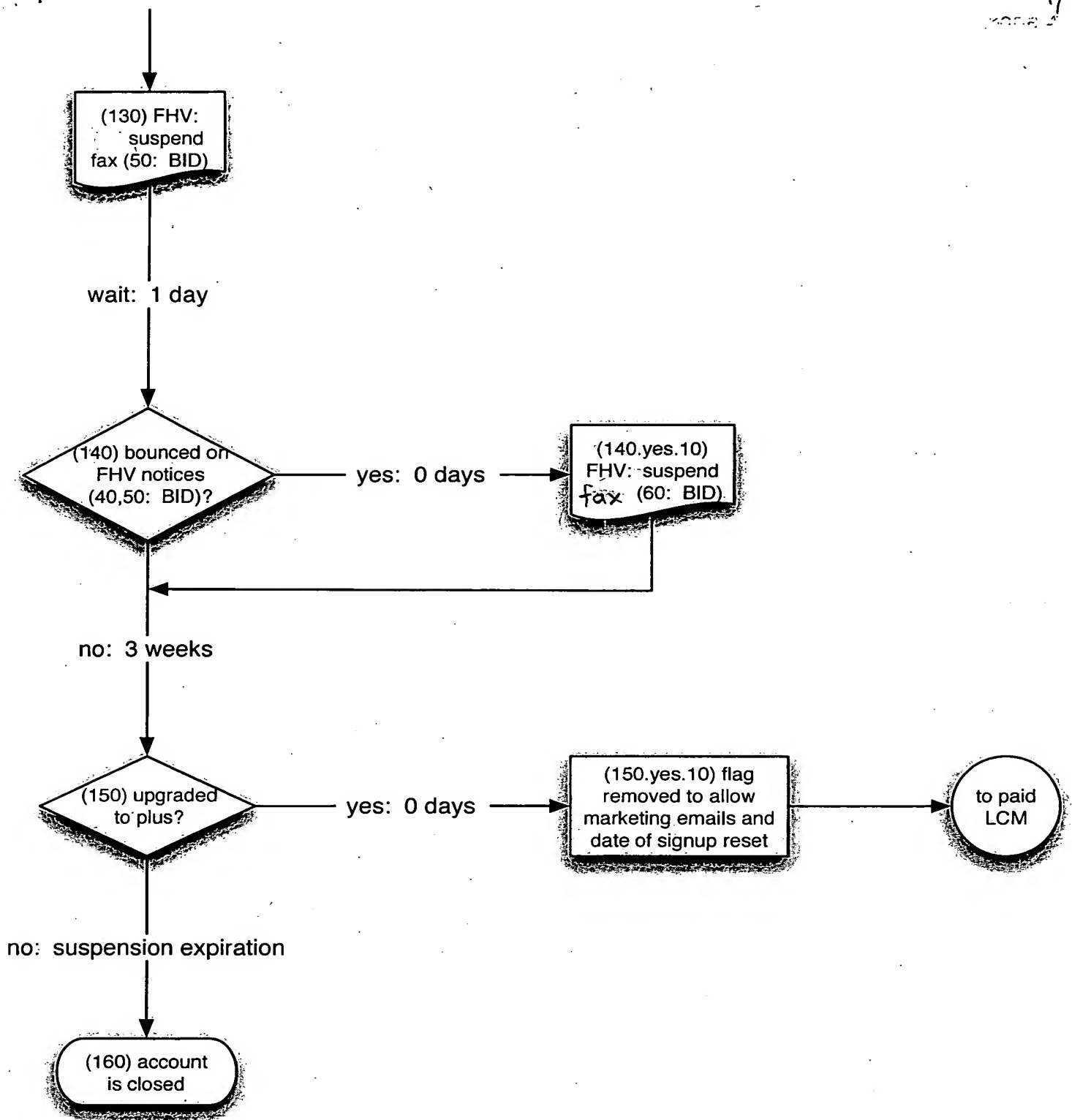


Fig. 5D



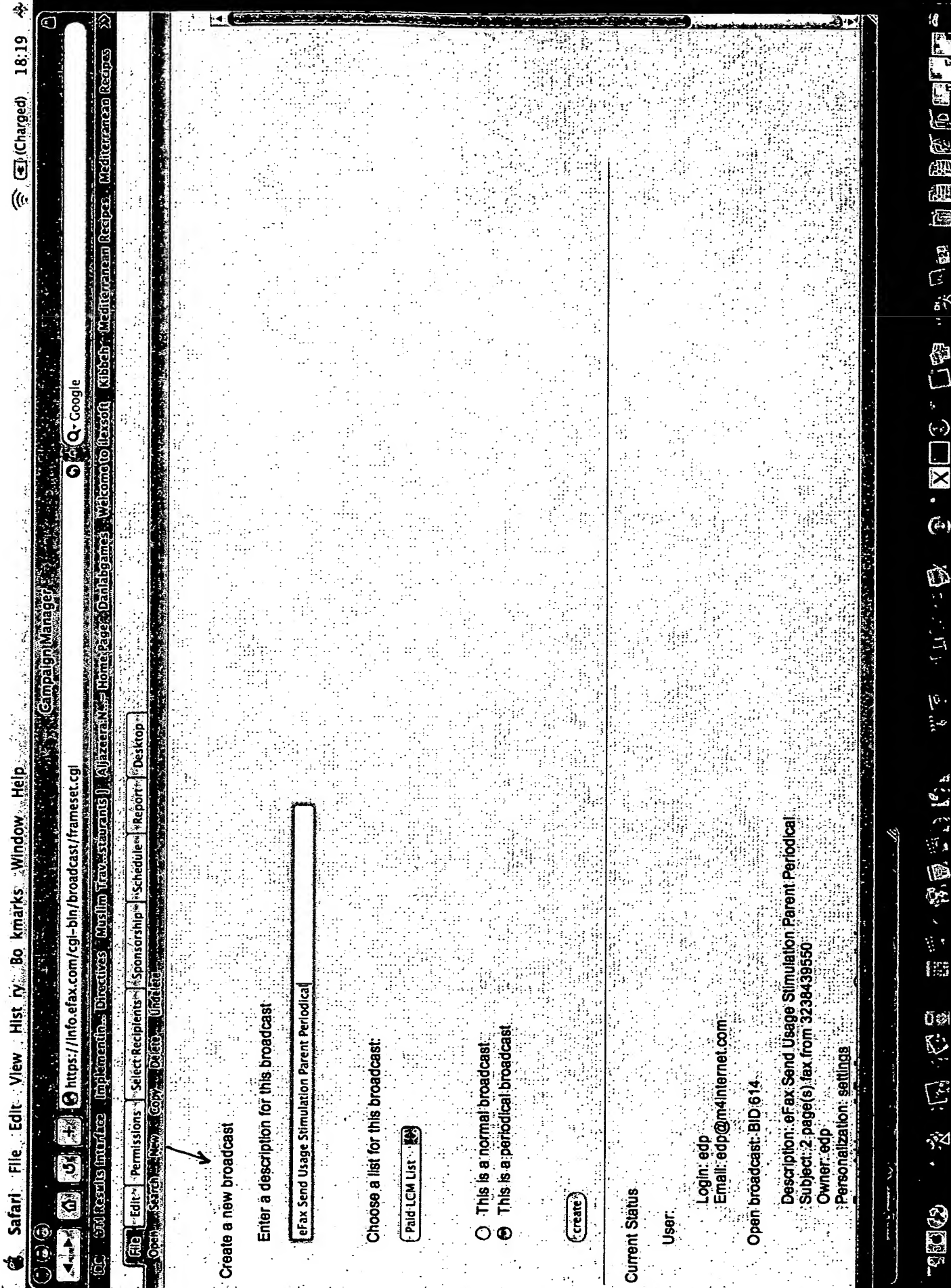


Fig. 6A

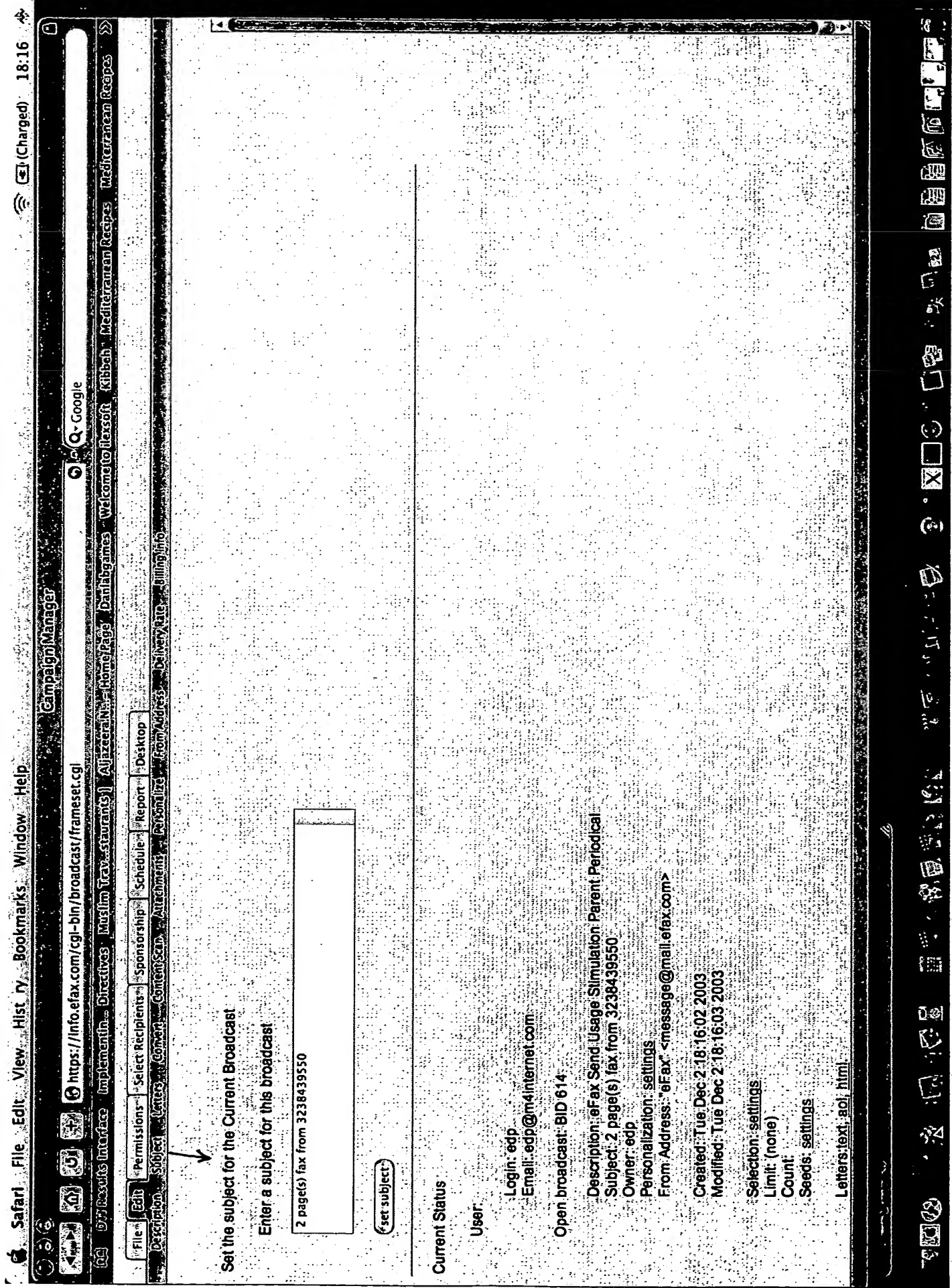


Fig. 6B

# Campaign Manager

https://info.efax.com/cgi-bin/broadcast/frameset.cgi

Home Page Danlabgames Welcome to Ilexsoft Kibbeh Mediterranean Recipes

File Edit Permissions Select Recipients Sponsorship Schedule Report Desktop

Database Field state LCM state is one of

0 - New  
1 - Ready for Distribute  
2 - Ready for Send  
3 - Ready for Signature

Periodical Prior runs of this broadcast Included in broadcast No

Limit the number of recipients to Unlimited

Also make the selection unique on email

add new item delete marked items count reserve update

Query Library Choose One append query save query

Current Status

User

Login: edp  
Email: edp@m4internet.com

Open broadcast: BID 614

Select the recipients from the user list

User List: Paid LCM List

Fig. 6c







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LCM  
16 items

Q- Google

https://info.efax.com/cgi-bin/lcm/frameset.cgi

LCM Interface

Directives Muslim Trav...staurants... Aljazeera N... Home Page Danabgames Welcome to flexsoft Kibbah

File Permissions Rule Set

Set the selection for the Current Rule Set

User List: Paid LCM Licensees

Database Field: usage

usage range

Cancel

computer

demographic

did

geographic

personal

service

state

usage

usage range

Activate

Stop

add new item

delete marked items

update

Query Library

Choose One

append query

save query

Current Status

User

Login: edp

Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

LCM Interface

https://info.efax.com/cgi-bin/lcm/frameset.cgi

File Permissions Rule Set Report Desktop

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field usage is greater than 0

-- Select One --  
received total  
received 90 day  
✓ sent total  
sent 90 day

add new item delete marked items update

Query Library: Choose One append query save query

Current Status

User

Login: edp  
Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

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LCM  
16 items

Set the selection for the Current LCM Rule

User List: Paid LCM List

Database Field: usage sent total: 0

-- Select One --  
is null  
is not null  
in the range  
not in the range  
is equal to  
is not equal to  
is less than  
is less than or equal to  
is greater than  
is greater than or equal to

add new item delete marked items update

Query Library: Choose One -- save query

Current Status

User: Login: edp Email: edp@im4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition

Owner: edp

QA State: Untested

Created: Tue Dec 2 17:54:38 2003

Modified: Tue Dec 2 17:54:38 2003

Fig. 7E



LCMInterface  
<https://info.efax.com/cgi-bin/lcm/frameset.cgi>  
 Q Google  
 Q Results Interface Implement Directives Muslim Trav. staurants Home Page DanLabgames Welcome to Hexsoft Kibbth

File Permissions Rule Set Rule Report Desktop  
 Description Properties Selection Minimum Age Activate

Set the Minimum Age for the Current LCM Rule

Minimum Age:

This rule will apply only to those records that have been in the "From" state for the specified number of days.

Current Status

User:

Login: edp  
 Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute) to (signature) transition  
 Owner: edp

QA State: Untested  
 Created: Tue Dec 2 17:54:38 2003  
 Modified: Tue Dec 2 17:54:38 2003

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broadcast\_v21\_clean.doc

LCM  
 16 items

Fig. 7F

LCM Interface

https://info.efax.com/cgi-bin/lcm/frameSet.cgi

Google

Results Interface Implementations Directories Muslim Travelers Restaurants Al Jazeera.N Home Page DanLabGames Welcome to Ilexsoft Kibbich Mediterranean Recipes Mediterranean Recipes

File Permissions Rule Set Rules Report Desktop

Description Properties Selection Minimum/Ag Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast 592 -- [2003-11-25] efax - Send (efx) Click on [a link that contains] hong kong

add new item delete marked items update

Query Library: -- Choose One -- append query save query

Current Status

User:

Login: edp  
Email: edp@m4internet.com

Open LCM Rule: (#18)

Description: (distribute) to (signature) transition  
Owner: edp

QA State: Untested  
Created: Tue Dec 2 17:54:38 2003  
Modified: Tue Dec 2 18:09:30 2003

Fig. 8A



Macintosh HD  
55.88 GB, 25.44 GB free



iDisk  
100.9 MB



000Ed bio.rtf



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000hemi ideas.rtf



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LCM  
16 items



LCM Interface

https://info.efax.com/cgi-bin/lcm/frameset.cgi

Home Page Banababmas Welcome to efaxsoft Kibbuh

File Permissions Rule Set Rule Report Desktop

Description Properties Selection Minimum Age Activate

Set the selection for the Current LCM Rule

User List: Paid LCM List

Broadcast [586] [2003-11-20] [efax] Send (efx)

[add new item] [delete marked items] [update]

Query Library [Choose One] [append query] [save query]

Current Status

User:

Login: edp  
Email: edp@m4internet.com

Open LCM Rule: (# 18)

Description: (distribute to (signature) transition)  
Owner: edp

QA State: Untested  
Created: Tue Dec 2 17:54:38 2003  
Modified: Tue Dec 2 18:03:05 2003

Select One  
Included in broadcast  
Delivery attempted  
Bounce at source  
Bounce at destination  
Open the email  
Click on  
Remove  
Forward to a friend  
Click on a survey link  
Complete a survey

Fig. 8b



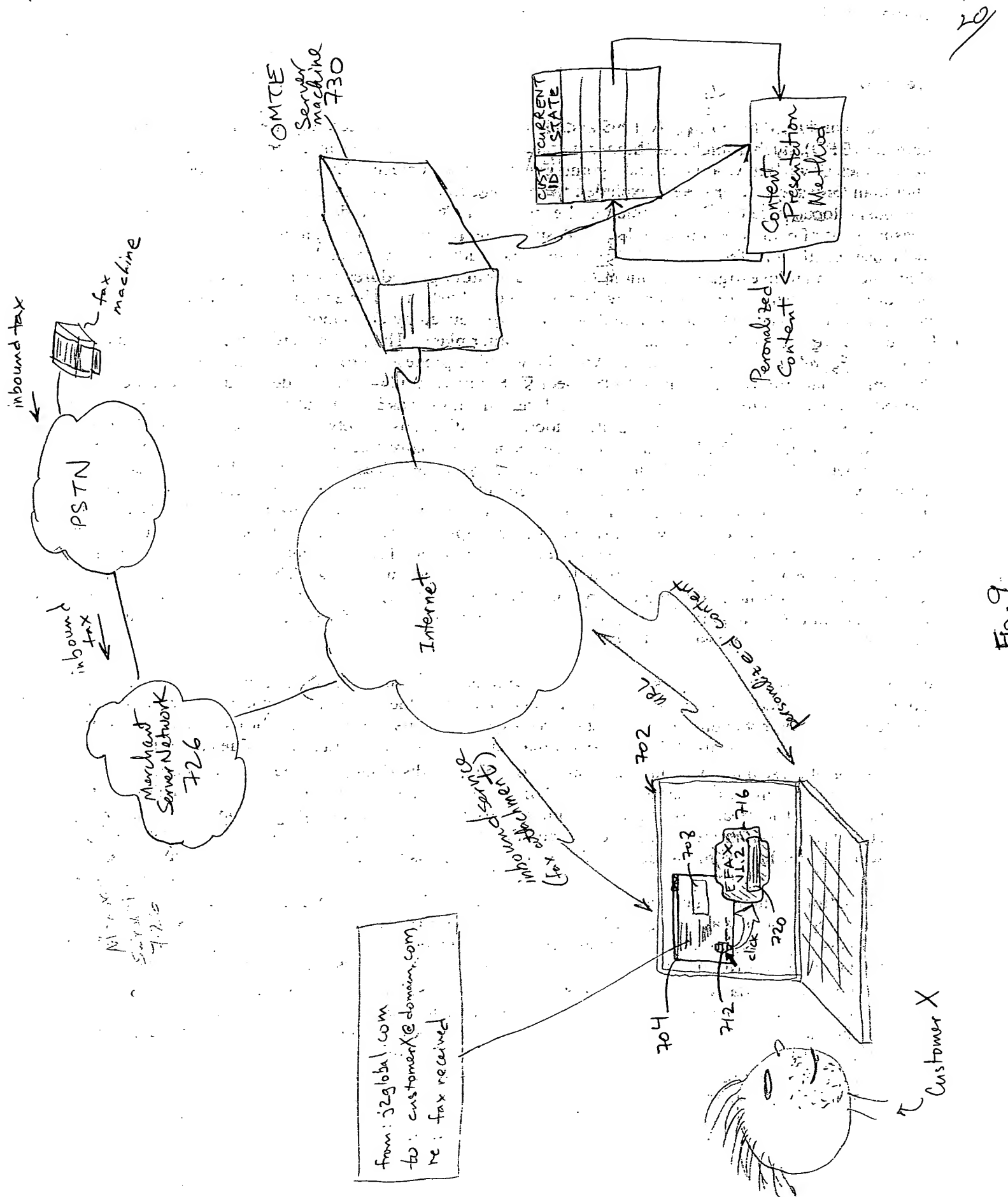


Fig. 9



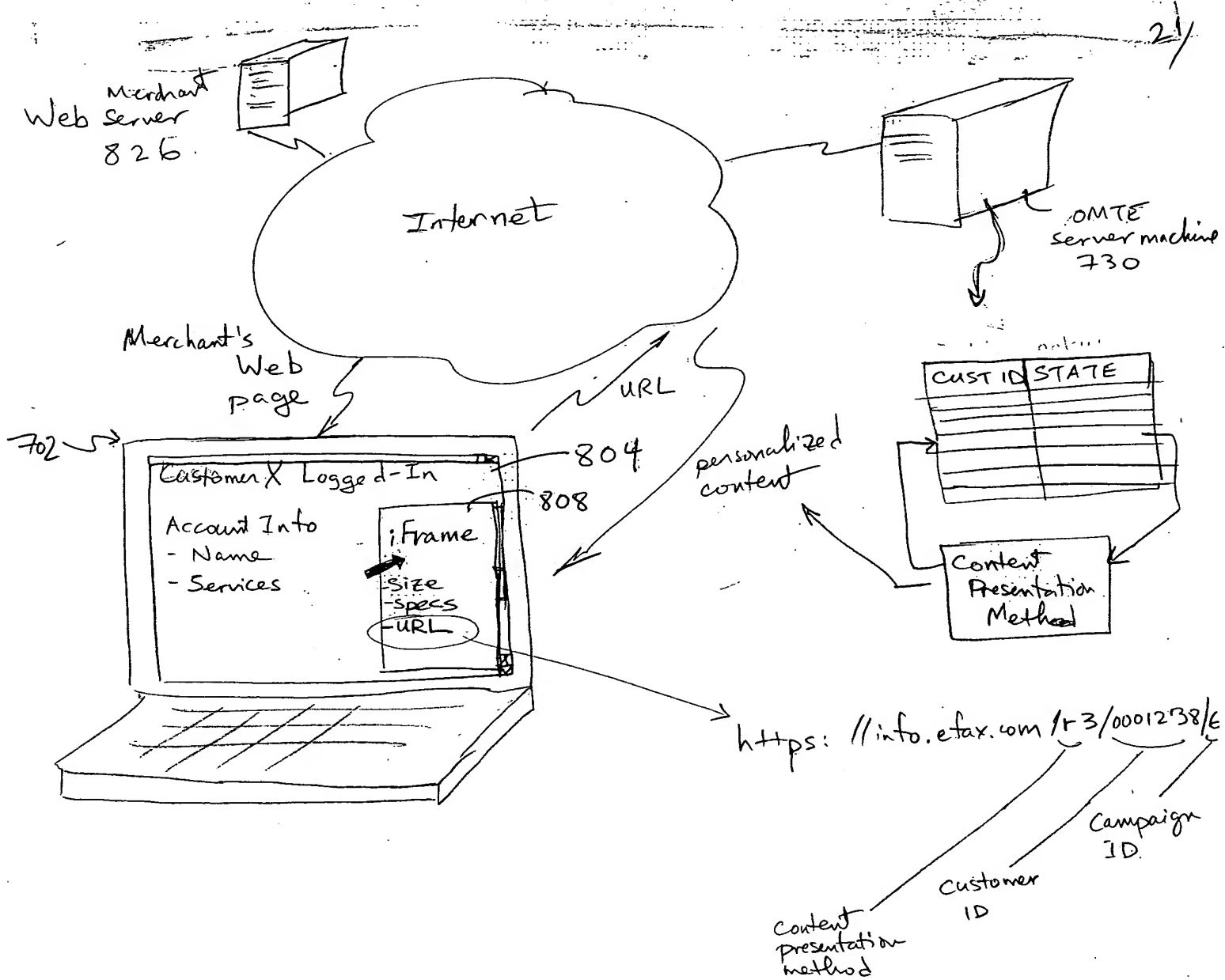


Fig. 10